

# **JOBS ARE NOT ENOUGH**

## **Establishing Your Social Brand**



*North Dakota*  
LEGENDARY®

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# THE BIG 3

... in social media



... and more.



Instagram



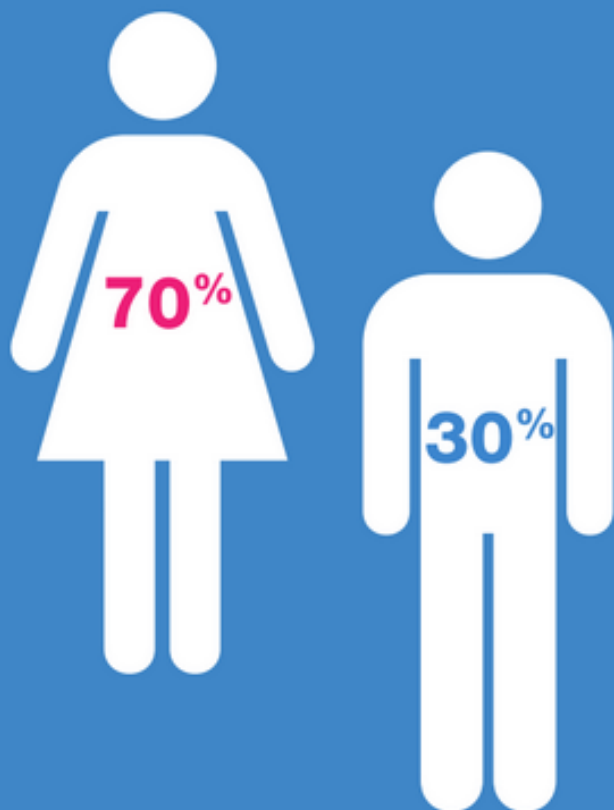


# **SOCIAL MEDIA**

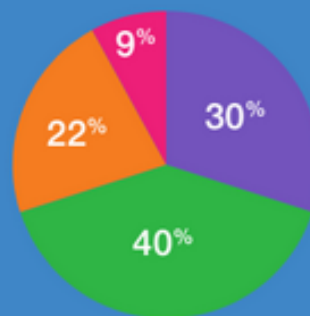
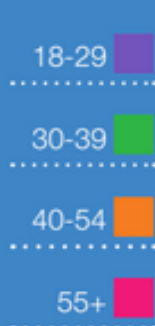
**... its effect on employee recruitment**



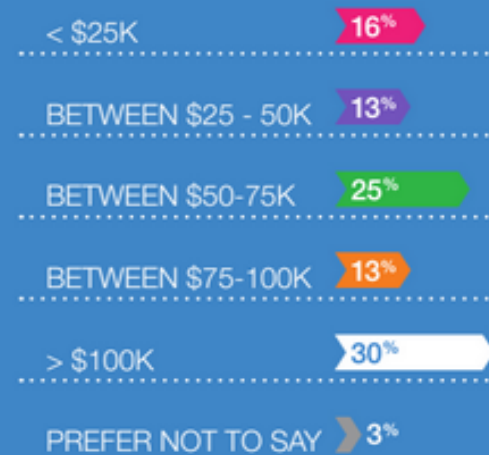
# Who is the social job seeker?



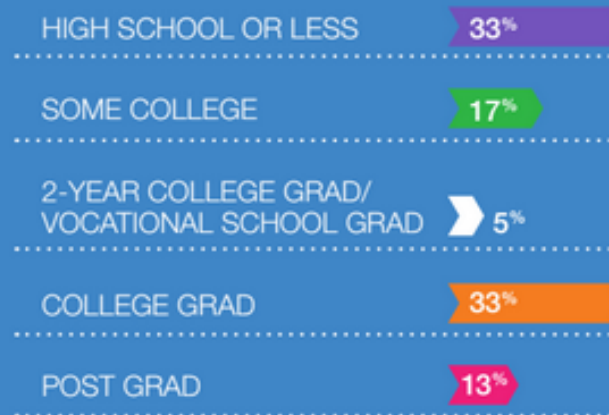
## Age



## Income



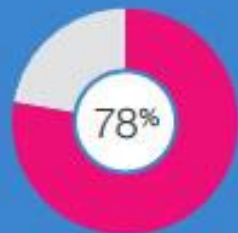
## Education



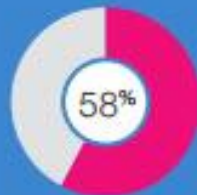
Q.

Through which of these networks have you hired?

78%  
of recruiters have  
hired through a  
social network



2013



2010

in 92%

f 24%

14%



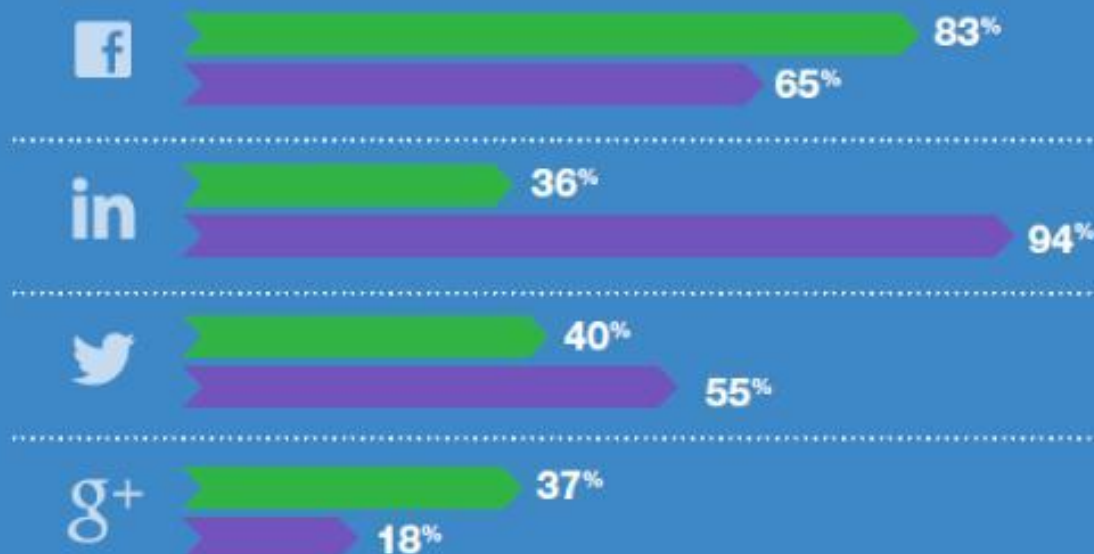
Social media  
is an essential  
recruitment  
tool across  
industries.

Q. Which of the following social networks  
do you use for recruiting?



# While job seekers flock to Facebook, recruiters prefer LinkedIn when searching for candidates.

## Most popular social networks



While 94% of recruiters are active on LinkedIn, only 36% of job seekers are.

FOR JOB SEEKERS

FOR RECRUITERS



# 5 SMART SOCIAL RECRUITING STRATEGIES



**good social brand**

**engagement – time  
investment**

**who is the target**

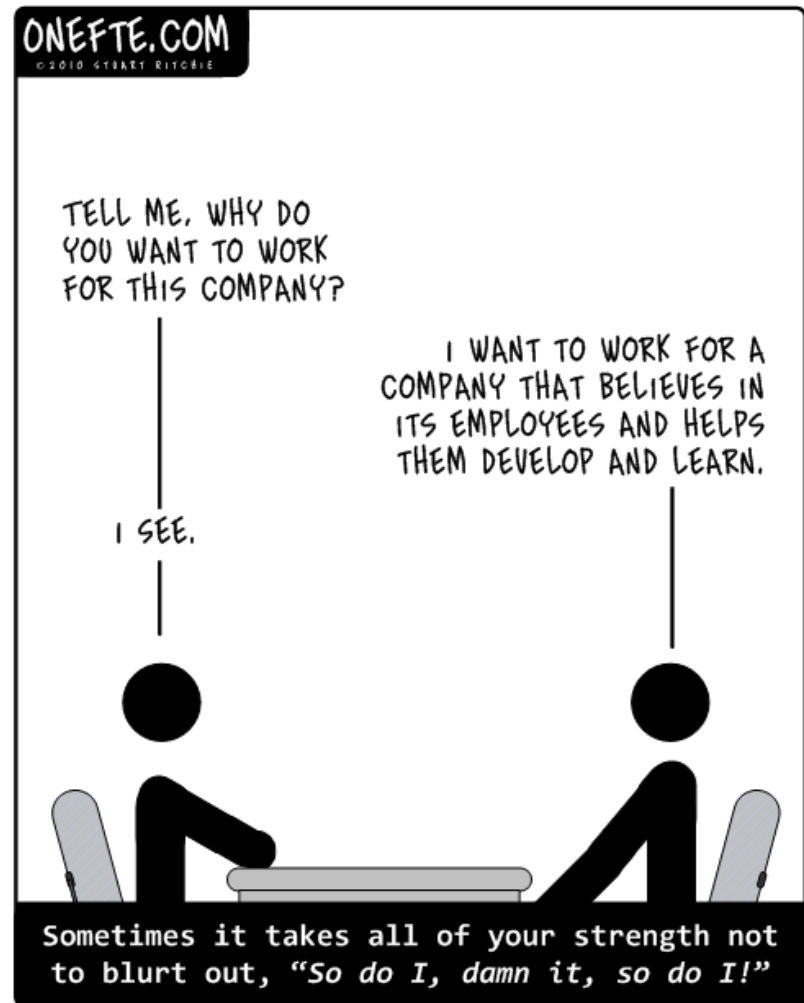
**pick social channel  
by the target**

**prioritize the tools**

# SOCIAL BRAND

## 4 Questions You Should Know the Answer To

1. **Why would someone want to work for you?**
2. **What do employees and candidates think about your employer brand?**
3. **Would your employees recommend you as a great place to work?**
4. **What level of visibility do you have in your talent pool?**



# ENGAGE BE VISUAL

- Be responsive
- Engage with audience and partners
- Use #hashtags



Butler Machinery Company

7 hrs · 🌐

#motivationalmonday



👍 Like

💬 Comment

➦ Share

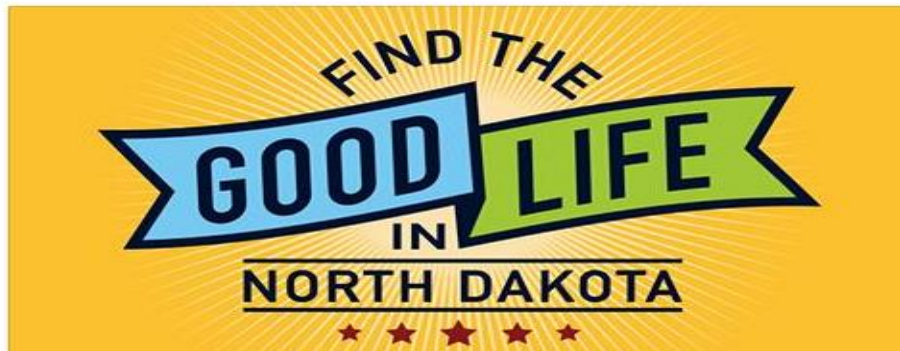


Bismarck Aero Center

June 18 · Edited · 🌐

Are you or someone you know looking to get your start in Aircraft Maintenance? Check out our A&P Maintenance Technician position and find out what it's like to Experience North Dakota.

<http://www.bismarckaero.com/Employment.aspx>



In North Dakota, Agri-Cover, Inc., has the Career Opportunity you Deserve



Agri-Cover, Inc.

Subscribe 327

2,298



# GET NOTICED

- Use numbers and rankings
- Military Monday, Working Wednesday (Facebook)
- CHATS - #smallbiz or #JobChat
- Be authentic

On [#WorkingWednesday](#), we are highlighting on our member, Shana, at her new job at Lincare as a Sales Representative. Way to Shana!



## 5 Great Company Cultures In Fargo-Moorhead

by Andrew Jason on Aug 13, 2015



we know next

#IndiaHRchat

#Linked  
CHAT

LEADERSHIP CHAT

#HireFriday  
Where Job Seekers Convene

# BE A STAFF OF MANY

## Aggregators

- Manage multiple accounts from desktop, web, mobile
- Track links (bit.ly, owl.ly)
- Schedule postings



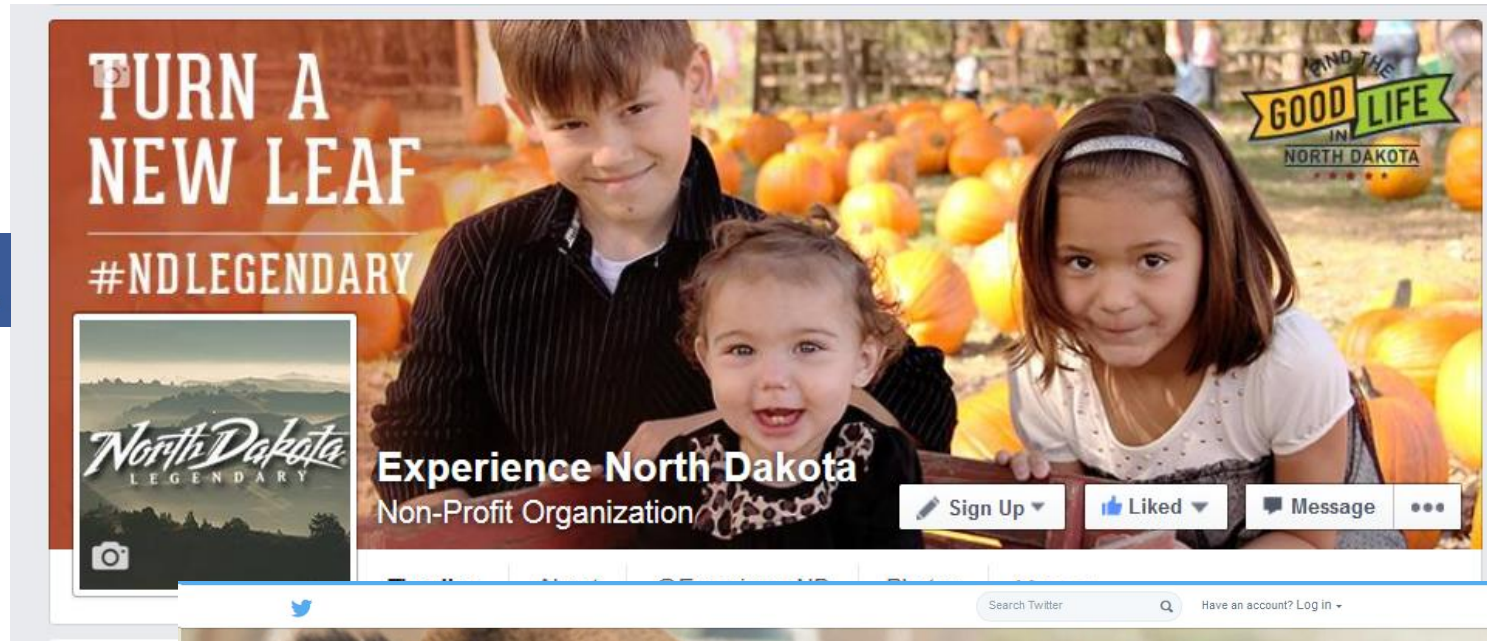
The screenshot displays a social media aggregator interface with a top navigation bar and several content streams. The top bar includes a search field, a 'Compose message...' button, and icons for various social media functions. Below the bar, there are tabs for different streams: 'Featured', 'NDAmbassador (Twitter)', 'North Dakota (Google+ Page)', 'NDLegendaryPR', 'ND 125', 'KimSchmidtND', and 'untitled'. The main content area is divided into four columns, each representing a different stream:

- Home Stream (North Dakota):** Features a tweet from 'Yahoo! Travel' about abandoned cabins in the Tennessee Mountains, accompanied by a photo of a cabin. Below it is another tweet from 'Yahoo! Travel' about a Marriott hotel being fined by the FCC for blocking Wi-Fi.
- Mentions (North Dakota):** Shows tweets mentioning 'NorthDakota', including one from 'VisitWilliston' about a clothing store clearance and another from 'PresDailyMW' about a paper.
- #NDLegendary (Search North Dakota):** Displays tweets with the hashtag #NDLegendary, such as one from 'Sherryblackbear' about a harvest and another from 'BenGPeterson' about a sunset.
- Sent Tweets (North Dakota):** Lists tweets sent by the user, including one from 'NorthDakota' about places to live and another from 'AmericanRoadMag' about a road trip.



# REMEMBER TO USE R&D

facebook



TURN A NEW LEAF  
#NDLEGENDARY

Experience North Dakota  
Non-Profit Organization

Sign Up Liked Message

Search Twitter Have an account? Log in

The Facebook profile features a cover photo of three children (a boy, a girl, and a toddler) in a pumpkin patch. The profile picture is a landscape with the text "North Dakota LEGENDARY". The bio reads "Experience North Dakota Non-Profit Organization". Interaction buttons for "Sign Up", "Liked", and "Message" are visible. The Twitter search bar and login link are at the bottom.

twitter



FIND YOUR WILD SIDE.  
#NDLEGENDARY

ND

TWEETS	FOLLOWING	FOLLOWERS	FAVORITES	LISTS
12K	1,729	26.4K	2,708	32

Follow

North Dakota Tourism

Tweets Tweets & replies Photos & videos New to Twitter?

The Twitter profile features a header image of a bison. The bio reads "FIND YOUR WILD SIDE. #NDLEGENDARY". The profile picture is the "ND" logo. The stats table shows 12K tweets, 1,729 following, 26.4K followers, 2,708 favorites, and 32 lists. A "Follow" button is present. The footer includes the name "North Dakota Tourism" and navigation links for "Tweets", "Tweets & replies", "Photos & videos", and a "New to Twitter?" link.



**SOCIAL**

# Recruitment



- Reach passive candidates easily through employee referrals & endorsements
- Connect employees & talent prospects in "communities"
- Leverage the brand power of video
- Easy social sharing of jobs to employee networks
- Mobile

# ENGAGE THEM. Seriously.



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